Export opportunities to French speaking countries
52 Countries

- Algeria
- Angola
- Argentina
- Austria
- Azerbaijan
- Belgium
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Denmark
- Finland
- France
- Germany
- India
- Indonesia
- Iran
- Israel
- Italy
- Japan
- Kazakhstan
- Latvia
- Lithuania
- Luxembourg
- Mexico
- Morocco
- Mozambique
- Netherlands
- Norway
- Panama
- Peru
- Poland
- Portugal
- Qatar
- Romania
- Russia
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Turkey
- U.A.E.
- U.S.A.
- Ukraine
- United Kingdom
SOME SERVICES OFFERED BY CCG / MA

• MARKET RESEARCH
• INDIVIDUAL TRADE VISITS AND MEETINGS
• GROUP TRADE MISSIONS
• LOCAL ON-GOING SUPPORT
• IMPORTERS VISIT TO COUNTRY
• SUPPORT AT EXHIBITIONS
Planned Trade Missions

- FRANCE, BELGIUM, SWITZERLAND, GERMANY, UK, SWEDEN, DENMARK, PORTUGAL AND SPAIN
- USA
- BRAZIL, MEXICO AND COLOMBIA
- CHINA AND SINGAPORE
- UNITED ARAB EMIRATES AND QATAR
FRENCH-SPEAKING COUNTRIES IN EUROPE
FRANCE
BELGIUM
LUXEMBOURG
(BELUX)
SWITZERLAND
Sharing a language translates into **lower transaction and communication costs**, making it **easier** for companies to **penetrate a new market**, but also to maintain existing trade flows over time, even in the event of economic turbulence. Beyond these costs, the sharing of a language also improve the **construction of mutual trust**.
FRENCH-SPEAKING COUNTRIES IN EUROPE

Poids dans les échanges commerciaux de la France en 2013, en %
(biens ; exportations + importations ; source Douanes)

0,007 % 0,014 % 0,021 % 0,028 % 0,035 % 3,394 % 6,754 % 10,114 % 13,474 % 16,833 %
France, the world’s sixth largest commercial power and third host country for foreign investment. For sure a leading economic partner!
French TV is watched on daily bases in Switzerland, Belgium and Luxembourg.
This channel is the world's first broadcaster of Francophone cultures:

- 260 million connected households and 25,000 hotels can receive TV5MONDE by cable or satellite, 24 hours a day, in more than 200 countries and territories. **TV5MONDE is one of the 3 largest global television networks, alongside with MTV and CNN.**

- 10 separate channels: **8 channels broadcast from Paris to France / Belgium / Switzerland, Europe, Africa, Asia, the Pacific, the Maghreb East, Latin America, the United States**
  - *Added TV5 Québec-Canada broadcasted from Montreal and Tivi5 USA, theme channel for youth.

- **Ten French-speaking channel partners** (France 2, France 3, France 4, France 5, France Ô, ARTE France, RTBF.be (Radio Télévision Belge de la Communauté Française), RTS), The CIRTEF (International Council of French-Speaking Radios- Télévisions) and France Média Monde
Cross-border workers
Main Cross-borders in Europe:

- **Luxembourg**
  Cross-borders workers from France, Belgium and Germany.
  In September 2010, cross-border commuters accounted for 43.9% of workers in the Grand Duchy (151,721), of which 25.30% were from Germany (38,381), 25.25% from Belgium (38,311) 49.45% of France (75,029).

- **Belgium**
  In 2005, there were 25,665 Franco-Belgian border workers for 5,260 Belgian-French border workers.

- **Switzerland**
  **Geneva and the Leman river region** (Valais, Vaud): 33.6%. Borders come from France (mainly Haute-Savoie and Ain). In the Lake Geneva region, about **one in ten** (9.6%) of the working population is a frontier worker; **North West Switzerland** (Basel and Aargau): 24.9%. Frontier workers come from France and Germany; The canton of **Ticino**: 21.1%. Borders come from Italy (Chiasso).
Switzerland remains by far the country of destination. Luxembourg is the second most important destination, followed by Belgium.
TENDANCE Le nombre de frontaliers travaillant en Suisse a bondi de 70% entre 1990 et 2010, atteignant plus de 295 000 personnes. La hausse concerne essentiellement les régions voisines de la France et de l’Italie.
SWITZERLAND

Switzerland is a very modern market economy. Its standard of living, industrial productivity, the quality of its education system and its health system are among the highest in Europe.
Principal areas of activity

- Agriculture: Less than 1% of the GDP.
  - Main agricultural products: Cattle and dairy products.
- Industry: 25% of the GDP.
  - Swiss industrial products are known worldwide by their high quality, especially high technology products.
  - Basel is the center of the chemical and pharmaceutical industry and has a major importance in the Swiss exportations.
- Services: 74% of the GDP.
  - Main sectors: banking (8% of GDP); insurance, cargo and transports and tourism.
What are the opportunities for exporters?

Limited natural resources and a limited domestic market make Switzerland very internationally-oriented in particular for the sourcing of raw materials and also transformed products.

Swiss people have a high purchasing power and if they feel that the quality is good they don’t mind to pay the price.
• Switzerland is a very competitive market.

• Swiss made - Swiss people love Swiss products.

• Non - Eu country- Take into consideration regulations and cost of Swiss customs

• Three different regions (languages, culture and economy) require different approach strategies.
BELGIUM

The economy of Belgium is largely oriented towards the production of services. The tertiary sector represents more than three quarters of the national wealth and employs a similar proportion of the active population.
principal areas of activity

• Agriculture: Less than 1% of the GDP.

• Industry: 22% of the GDP:
  • chemical and biotechnology industry – Flanders
  • the aeronautical sector – Wallonie
  • World diamond center – Antwerp
  • Distribution
  • Logistics
Fastest-Growing Belgian Imports 2015:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product</th>
<th>Growth</th>
<th>Value (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Other manufactured products</td>
<td>74.4%</td>
<td>$847 million</td>
</tr>
<tr>
<td>2</td>
<td>Footwear</td>
<td>46.6%</td>
<td>$3.7 billion</td>
</tr>
<tr>
<td>3</td>
<td>Arms, ammunition</td>
<td>23.8%</td>
<td>$195.6 million</td>
</tr>
<tr>
<td>4</td>
<td>Tobacco</td>
<td>19.1%</td>
<td>$1.6 billion</td>
</tr>
<tr>
<td>5</td>
<td>Cocoa</td>
<td>18.1%</td>
<td>$2.4 billion</td>
</tr>
<tr>
<td>6</td>
<td>Perfumes, cosmetics</td>
<td>10.1%</td>
<td>$2.6 billion</td>
</tr>
<tr>
<td>7</td>
<td>Medical, technical equipment</td>
<td>9.8%</td>
<td>$12.4 billion</td>
</tr>
<tr>
<td>8</td>
<td>Musical instruments</td>
<td>9.5%</td>
<td>$86.1 million</td>
</tr>
<tr>
<td>9</td>
<td>Pharmaceuticals</td>
<td>7.7%</td>
<td>$36.6 billion</td>
</tr>
<tr>
<td>10</td>
<td>Vegetable/fruit preparations</td>
<td>5.7%</td>
<td>$2.2 billion</td>
</tr>
</tbody>
</table>
The Luxembourg economy is characterized by an attractive tax system and a high degree of international openness. The financial sector alone accounts for almost half of Luxembourg's total GDP in 2015, making the country highly vulnerable to external shocks.
principal areas of activity

- Agriculture: 0.3% of the GDP.
- Industry: 12% of the GDP.
  - Steel industry is one of the most important – 10% of GDP
- Services: 88% of the GDP.
  - Main sectors: real state, private banks, insurance.
Fastest-Growing Luxembourg Imports 2015

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Growth 2013-2015</th>
<th>2015 Value (in USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Medical, technical equipment</td>
<td>308.7%</td>
<td>$1.3 billion</td>
</tr>
<tr>
<td>2</td>
<td>Electronic equipment</td>
<td>133.9%</td>
<td>$3.6 billion</td>
</tr>
<tr>
<td>3</td>
<td>Coated textile fabric</td>
<td>133.3%</td>
<td>$56 million</td>
</tr>
<tr>
<td>4</td>
<td>Tanning, dyeing extracts</td>
<td>103.1%</td>
<td>$263.2 million</td>
</tr>
<tr>
<td>5</td>
<td>Vegetable products</td>
<td>88.9%</td>
<td>$682,000</td>
</tr>
<tr>
<td>6</td>
<td>Clocks and watches</td>
<td>84%</td>
<td>$73.4 million</td>
</tr>
<tr>
<td>7</td>
<td>Felt, yarn, twine, cordage</td>
<td>61.9%</td>
<td>$105.1 million</td>
</tr>
<tr>
<td>8</td>
<td>Paper yarn, woven fabric</td>
<td>42.3%</td>
<td>$565,000</td>
</tr>
<tr>
<td>9</td>
<td>Oil seed</td>
<td>42%</td>
<td>$20.9 million</td>
</tr>
<tr>
<td>10</td>
<td>Other manufactured products</td>
<td>40.6%</td>
<td>$39.8 million</td>
</tr>
</tbody>
</table>
Since 2014, France has lost its place of fifth world economic power, dethroned by the United Kingdom. The country struggles to emerge from the crisis despite a rebound in GDP growth in 2015 (1.2%), supported by the resumption of public consumption and households. It is estimated that growth will be 1.4% in 2016.
principal areas of activity

- Agriculture: main Agricultural producer of EU
- Industry: very diversified but facing several relocations
  - Main sectors are telecommunications, electronics, automotive, aerospace and arms.
- Services: 80% of the GDP.
  - First tourist destination in the world.
Fastest-Growing French Imports 2015

<table>
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</tr>
</thead>
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<td>1</td>
<td>Other manufactured products</td>
<td>55.1%</td>
<td>$2.1 billion</td>
</tr>
<tr>
<td>2</td>
<td>Clocks and watches</td>
<td>33.5%</td>
<td>$3.4 billion</td>
</tr>
<tr>
<td>3</td>
<td>Gems, precious metals</td>
<td>20.7%</td>
<td>$7.1 billion</td>
</tr>
<tr>
<td>4</td>
<td>Gums, resins</td>
<td>17%</td>
<td>$353.2 million</td>
</tr>
<tr>
<td>5</td>
<td>Other base metals</td>
<td>15.6%</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>6</td>
<td>Fruits, nuts</td>
<td>14.3%</td>
<td>$5.2 billion</td>
</tr>
<tr>
<td>7</td>
<td>Aircraft, spacecraft</td>
<td>13.7%</td>
<td>$31 billion</td>
</tr>
<tr>
<td>8</td>
<td>Leather, animal gut articles</td>
<td>8.3%</td>
<td>$4.3 billion</td>
</tr>
<tr>
<td>9</td>
<td>Footwear</td>
<td>8.3%</td>
<td>$7.3 billion</td>
</tr>
<tr>
<td>10</td>
<td>Collector items, art, antiques</td>
<td>8.2%</td>
<td>$750.4 million</td>
</tr>
<tr>
<td>11</td>
<td>Musical instruments</td>
<td>6.5%</td>
<td>$357.7 million</td>
</tr>
</tbody>
</table>
Bear in Mind
“The Portuguese language is my homeland”

“A minha pátria é a língua portuguesa”

*Fernando Pessoa*
FRENCH-SPEAKING COUNTRIES IN EUROPE
Project

Architecture and lightning design to European French speaking countries

Work Undertaken

- Identification of potential importers and partners;
- Creation of database with direct contacts;
- Selection of target companies;
- Promotion of the company on the markets;
- Follow-up contact and evaluation of interest;
- Support for negotiations and evaluation of interest;
- Preparing schedule meetings with businesses;
- Local representation.
**Objectives**

Find partners in the market.

**Work undertaken**

- Market development and market visits;
- Follow-up contact, evaluation of interest and supporting negotiations for project development.

**Client**
Guimarpeixe

**Sector**
Food (frozen fish)

**Year**
2013 - present

**Target market**
Selected European countries and Canada
Project

Carnes Landeiro - Expansion Strategy

Work undertaken

- Market development;
- Trade missions;
- Organising the company’s participation at SIAL UAE.

Client
Carnes Landeiro

Sector
Food (meat and delicatessen)

Year
2013-present

Target market
Brazil, Mozambique, UAE and European Countries
Project

Expansion to European markets and prospection in Japanese market

Work undertaken

• Group mission promoted by ANIVEC;
• Commercial development in several European markets: commercial visits, negotiation support, follow-up of contacts, search for potential agents.
• Results: At this moment, the firm is selling on Japanese market. Regarding the projects in Europe, the firm did not manage immediately to sell but subsequently will manage to materialize their sales.

Client
Laranjinha

Sector
Clothes for kids

Year
2010 - 2012

Target Markets
Japan and several European markets
Project

Identification and development of opportunities on markets.

Work undertaken

- Definition and identification of potential contact in each market;
- Definition of strategy to approach the markets;
- Scheduling business meetings on the market;
- Support for negotiation and development of international business
- Results: Sales realization in both markets.

Client
Dielmar

Sector
Fashion (suits for men)

Year
2010

Target Market
Nordics and Benelux
Project

Development of the brand Rowana for several markets.

Work Undertaken

- Identify partners and importers in the market;
- Develop the brand Rowana in the market;
- Develop a promotion strategy in the market;
- Follow-up contact and evaluation of interest;
- Support for negotiations;
- Business visits to the market.

Client
Texmin - Têxtil Do Minho, S.A

Sector
Fashion Clothing

Year
2014, 2015

Target Market
France, Belgium, Luxembourg, Sweden, Denmark, Norway, United Kingdom
Project

Commercial Development of the brand Amazonia for several European markets.

Work Undertaken

- Identify importers and partners in the target markets;
- Build the brand Amazonia in the target markets;
- Adapting the product and packaging to the target markets;
- Support for developing a promotion strategy/marketing plan for the markets;
- Follow-up on contacts and evaluation of their interest;
- Support for negotiations;
- Meetings scheduled in the markets and business missions with accompaniment.
Project
Commercial development.

Work Undertaken

- Identify partners and importers in the market;
- Develop a strategy to enter the market;
- Assist with technical questions of buyers;
- Organization of meetings in the client’s office;
- Follow-up contact and evaluation of interest;
- Support for negotiations;
- Business visits to the market.

Client
Vlaseron

Sector
Metalworking

Year
2013-now

Target Market
France, Belgium, Luxembourg, Switzerland, Spain
Project

Commercial development.

Work Undertaken

- Identify partners and importers in the market;
- Develop a promotion strategy in the market;
- Follow-up contact and evaluation of interest;
- Support for negotiations;
- Business visits to the market.

Client
Reflectherm

Sector
Insulation

Year
2014-2015

Target Market
France
Project

Trade mission to France.

Work Undertaken

- Definition and identification of potential contact in each market;
- Definition of strategy to approach the markets;
- Scheduling business meetings on the market;
- Support for negotiation and development of international business
Market development

Step 1
- Meeting with the client
- Information gathering
- Definition of company’s profile and priority contacts

Step 2
- Identification of potential importers and partners
- Creation of database with direct contacts
- Selection of target companies
- First contacts

Step 3
- Presentation of the company, goods and services to the local contacts
- Follow-up contact and evaluation of the interest
- Supporting negotiations for project development
- Preparing schedules meetings with businesses

Step 4
- Client / brand promotion on the market
- Local representation
- Follow-up with contacts and orders
The services we offer to our clients allow them to **reduce their fixed structural costs**. Hiring us allows our clients to reach **more markets within the same time frame**. We increase our clients’ **commercial efficiency and effectiveness**. We have **teams with local assistants** in each country. Our managers are competent and experienced. We propose tailor-made solutions for each company. We perform in a **flexible and agile manner**. We establish close, **risk-sharing** working relationships with our clients. We work to achieve results. We carry out practical tasks and **fieldwork**. We introduce new skills to our clients’ businesses in order to create and develop efficient and **profitable marketing and sales strategies**. We offer **high quality services at competitive prices**.
THANKS
Giedre Jarasune
Head of Lithuanian office
+370 662 53340
giedre@consultcormack.com
http://consultcormack.com/

Av. Dr. António Macedo, Exponor
Entrada C, Centro de Negócios
4454-515 Matosinhos | Portugal
+351 229 957 766
info@marketaccess-global.com
www.marketaccess-global.com